

# **MILES FOR ADMISSION TOPLINE REPORT**

Market: ChicagoVenue: MetroDate: Sunday, 10/25/98Time: 6:00pm Doors: 8:00 pm TalentTalent (Band) Name: "Soul Asylum"DJ Name: Todd Kasten**Attendance:**

Item	Quantity
Total Attendance	291
Total Number of Redemption Forms	96
Total Number of Miles Collected	18,200
Consumers/Redemption forms with guests	81
Consumers/Redemption forms w/o guests	15
Total Redeemers plus guests	177
VIP guest list	114
Name Generation Survey Cards	15
<b>DEMOGRAPHICS</b>	
Male 21-24 ( 18 ) 25-29 ( 31 ) 30-34 ( 13 ) 35+ ( 6 )	
Female 21-24 ( 7 ) 25-29 ( 11 ) 30-34 ( 8 ) 35+ ( 2 )	

**How Did They Hear About This Event?**ROP 7 Mailing 31 Friend 40 Bar 20 Other 1**Have You Ever Participated in a Miles Redemption Program Before?**# Yes 52 % Yes 54% # No 44 % No 46%**Signage:**

Item	Quantity	Location
Backlit Signs	6	2 by stage; 1 at entrance; 1 at caterer; 2 on third floor near bar
Music Napkins	2 cases	In all bar caddys; at buffet
B & R / Music Matches	1 case	In all bar caddys; in all ashtrays
Pods	2	1 front entrance way; 1 by stage
Red Hanging Banners	6	2 on stage; 1 by entrance; 3 on balcony
Speaker Scrims	0	Soundboard objection
Neons	4	1 chevron at 2 <sup>nd</sup> floor bar; 1 wall ashtray 2 <sup>nd</sup> floor bar; 1 chevron 3 <sup>rd</sup> floor bar; BBM 3 <sup>rd</sup> floor bar
Table Tents	30	On bars, merch. table & catering area

**Incentive Items:**

Item	Quantity
Hats	96
T-Shirts	96
Lighters (For Name Generation)	15

**Increase of Redemption Forms from Previous Show: 35%****Increase of Redeemers (plus guests) from previous show: 44%**

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